



## **PRESS RELEASE**

### **Nobel Biocare to test consumer campaign in Germany to increase demand for dental implants**

"We believe that the market is ready for consumer advertising and we are starting with a well-controlled market test on the important German market. The campaign is unique in the dental industry and will give us valuable knowledge that may affect our future marketing activities", says Jack Forsgren, President of Nobel Biocare AB.

Today marks the start of Nobel Biocare's extensive media campaign directed at the general public. The campaign is taking place in Cologne and Bonn for a period of one month. The marketing investment is estimated at approximately 5 MSEK and includes outdoor advertising, radio commercials, advertisements in daily newspapers and direct mail to potential patients.

"As patients pay out of their own pockets for their implant treatment, market demand has a strong correlation with the consumer confidence index. With the successively improved momentum in the German economy, timing is right to test how this direct-to-consumer campaign will influence market growth for dental implants. If proven successful, the campaign and the concept will be applied on other markets," says Jack Forsgren, President of Nobel Biocare AB.

The market potential for dental implants is huge. In Europe 45% of the population over the age of 65 are missing all teeth and also in the lower age groups the percentage of people missing one or more teeth is high.

Nobel Biocare has for more than 15 years been marketing dental implants to specialists and dentists and today controls 40% of the global market. However, market penetration is relatively low - only 20% of dentists in the western world offer dental implant treatment. In 1998, the market value for dental implants was approximately 4 billion SEK and market growth this year is estimated to 10%.

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NOBEL BIO CARE AB

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Nobel Biocare is an innovative, medical devices company, whose core business comprises dental implants and dental prosthetics. The company's product systems for dental implants, Brånemark System and Steri-Oss, are

world leaders and have a global market share of around 40%.

The company's other product line, Procera, is a unique, patented CAD/CAM-based process for the industrial production of dental prosthetics. The system has been launched very successfully in North America and Europe.

Nobel Biocare has around 1,000 employees and, in 1998, turnover totalled SEK 1,310 million. The company's headquarters are located in Gothenburg, Sweden, while production takes place in Sweden and the USA. Nobel Biocare has its own sales companies in some 20 countries.

Nobel Biocare is listed on the Swedish Stock Exchange.